



PACKARD'S GREATEST INVENTION HAS NEVER BEEN PATENTED

AS THE oldest and largest fine car maker, Packard has probably contributed more improvements to the motor car than any other manufacturer.

- It is responsible for nearly a thousand separate inventions.
- But Packard's greatest invention bears no patent. It is the lines which Packard gave to its cars 29 years ago. These lines have identified Packards ever since. These lines today are recognized wherever cars are driven as the mark of America's most distinctive car.

- By maintaining its individuality through three decades, Packard has literally saved its owners millions and millions of dollars. For the greatest single expense in motor car ownership is the depreciation cost that comes when a car is outmoded by a new model of completely different appearance.
- But no Packard owner ever pays this cost. Packard's lines insure him against style depreciation. He can keep his car as many years as he wishes, and it will still be a Packard. It will still be smart—a car he can be proud to be seen in.

- The newest Packards—the finest cars ever to bear the name—have the famous distinguishing Packard lines. Ask the man who owns one of these cars about Packard. Then drive one—and compare it. We believe the result will be this decision: to add your own name to the lengthening list of men “who own one.”

PACKARD

ASK THE MAN WHO OWNS ONE